1.   (Seven Times Amended) A system comprising:

a target computer to receive a content; and

a content provider coupled to the target computer via a network to transmit the content, the content provider comprising:

a user rule page containing information obtained from the target computer by a first agent; and

a rulebook to provide a rule based on the user rule page, the rule controlling the content to be transmitted from a database to the target computer.

2.   (Three Times Amended) The system of claim 1 wherein the rule is stored in form of a condition-action pair.

3.   (Four Times Amended) The system of claim 2 wherein a condition in the condition-action pair is a hardware characteristic of the target computer.

4.   (Three Times Amended) The system of claim 3 wherein the hardware characteristic is a modem speed.

5.   (Three Times Amended) The system of claim 1 wherein the first agent uses an internet programming language.

6.   (Three Times Amended) The system of claim 1 wherein the rule page comprises at least one of a hardware profile indicating hardware capabilities of the target computer, a software profile indicating software used by the target computer, and a user profile including dynamic information related to a user using the target computer.

7.   (Seven Times Amended) A method comprising:

2   obtaining information from a target computer by a first agent, the information being

3 stored in a user rule page;

4   providing a rule based on the rule page by a rule book, the rule controlling a content

5 from a database; and

6   transmitting through a network the content from the database to the target computer.

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1   8.   (Three Times Amended) The method of claim 7 further comprising storing the

2 rule in form of a condition-action pair.

1   9.   (Three Times Amended) The method of claim 8 wherein a condition in the

2 condition-action pairs is a hardware characteristic of the target computer.

1   10.   (Two Times Amended) The method of claim 9 wherein the hardware

2 characteristic is a modem speed.

1   11.   (Amended) The method of claim 7 wherein the rule page comprises at least

2 one of a hardware profile to indicate hardware capabilities of the target computer and a

3 software profile to indicate software used by the target computer.

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1   12.   (Amended) The method of claim 7 wherein the content is transmitted in an

2 internet protocol format.

1   13.   (Two Times Amended) The method of claim 7 wherein the rule page

2 comprises a user profile including dynamic information related to a user using the target

3 computer.

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1   14.   (Five Times Amended) A system comprising:

2   a content provider transmitting a content via a network to a target computer, the

3 content provider comprising:

4   a user rule page containing information being obtained from the target computer by a

5 first agent; and

6   a rulebook to provide a rule based on the user rule page, the rule controlling a content

7   transmitted from a database to the target computer.

1   15.   Claim 15 cancelled.

1   16.   (Four Times Amended) The system of claim 14 wherein the rule is stored in

2   form of a condition-action pair.

1   17.   (Two Times Amended) The system of claim 16 wherein a condition in the

2   condition-action pair is a hardware characteristic of the target computer.

1   18.   (Two Times Amended) The system of claim 17 wherein the hardware

2   characteristic is a modem speed.

1   19.   (Three Times Amended) The system of claim 14 wherein the rule page

2   comprises a hardware profile to indicate hardware capabilities of the target computer.

1   20.   (Three Times Amended) The system of claim 14 wherein the rule page

2   comprises a software profile to indicate software used by the target computer.

1   21.   (Two Times Amended) The system of claim 1 further comprising a second

2   agent to update information in the user rule page rule directs the content in a database and

3   provides a rule page corresponding to the target computer].

1   22.   (Three Times Amended) The system of claim 14 wherein the content is

2   transmitted in an internet protocol format.

1   23.   (Two Times Amended) The system of claim 20 wherein the software profile

2   includes a software package and memory usage by the target computer.

1   24.   (Amended) The system of claim 6 wherein the hardware profile includes a

2   type of processor, an amount of memory available, processor clock speed and memory usage

3   on the target computer.

1   25.   (Amended) The system of claim 6 wherein the software profile includes a

2   software package and memory usage by the target computer.

1   26.   (Amended) The system of claim 6 wherein the dynamic information

2   comprises information on web sites visited and time spent by the user.

1   27.   (Two Times Amended) The system of claim 14 wherein the rule page

2   comprises a user profile including dynamic information related to a user using the target

3   computer.

1   28.   (Amended) The system of claim 4 wherein the rule matches the content with

2   the hardware characteristic of the target computer.

1   29.   (Amended) The system of claim 1 wherein the content is an advertisement

2   banner.

1   30.   (Amended) The method of claim 7 further comprising:

2   updating the information in the rule page.

1   31.   (Three Times Amended) The method of claim 30 wherein updating the

2   information comprises:

3   inserting new data into the rule page; and

4   removing old data from the rule page.

1   32.   (Two Times Amended) The system of claim 19 wherein the hardware profile

2   includes a type of processor, an amount of memory available, processor clock speed, and

3   memory usage on the target computer.

1   33.   (Amended) The method of claim 11 wherein the hardware profile includes a

2   type of processor, an amount of memory available, processor clock speed and memory usage

3   on the target computer.

1   34.   (Amended) The method of claim 11 wherein the software profile includes a

2   software package and memory usage by the target computer.

1   35.   (Amended) The method of claim 7 wherein the dynamic information

2   comprises information on web sites visited and time spent by the target computer.

1   36.   (Two TimesAmended) The system of claim 27 wherein the dynamic

2   information comprises information on web sites visited and time spent by the user.

1   37.   (Amended) The method of claim 10 wherein the rule matches the content with

2   the characteristic of the target computer.

1   38.   The method of claim 7 wherein the content is an advertisement banner.

1   39.   (Amended) The method of claim 7 wherein the first agent uses an internet

2   programming language.

1   40.   (Two Times Amended) The system of claim 14 wherein the first agent uses an

2   internet programming language.

1   41.   The system of claim 1 wherein the content is transmitted in an internet

2   protocol format.

42. (Amended) The system of claim 14 further comprising a second agent to update information in the rule page.

43. (Amended) The system of claim 1 further comprising a second agent to update information in the rule page.

44. The method of claim 7 wherein the content is an ad banner.

45. (Amended) The system of claim 14 wherein the content is an ad banner.

46. (Newly Added) The system of claim 1 wherein the first agent is an object code for a control residing on a web page.

47. (Newly Added) The system of claim 47 wherein the control is transmitted with the web page while a dormant object code resides on a server.

48. (Newly Added) The system of claim 1 wherein the target computer communicates with additional content providers, and wherein the target computer maintains several provider rule pages of the additional content providers.

49. (Newly Added) The system of claim 48 wherein each provider rule page includes information from at least one of the additional content providers.

50. (Newly Added) The method of claim 7 wherein the first agent is an object code for a control residing on a web page.

51. (Newly Added) The method of claim 50 further comprising transmitting the control with the web page while a dormant object code resides on a server.

52. (Newly Added) The method of claim 7 further comprising:

2   communicating the target computer with additional content providers, the target

3   computer maintaining several provider rule pages of the additional content providers.

1   53.   (Newly Added) The method of claim 52 wherein each provider rule page

2   includes information from at least one of the additional content providers.

1   54.   (Newly Added) The system of claim 14 wherein the first agent is an object

2   code for a control residing on a web page.

1   55.   (Newly Added) The system of claim 54 wherein the control is transmitted

2   with the web page while a dormant object code resides on a server.

1   56.   (Newly Added) The system of claim 14 wherein the target computer

2   communicates with additional content providers, and wherein the target computer maintains

3   several provider rule pages of the additional content providers.

1   57.   (Newly Added) The system of claim 56 wherein each provider rule page

2   includes information from at least one of the additional content providers.